

# WasteExpo 50th Anniversary Show Guide & Waste360 Industry Annual



Get in on the grooviest advertising opportunity of the year!

After all, we're rolling prices back like it's 1968! Did you know?

## In the Year 1968:



Apollo 8 was the first manned spacecraft to orbit the moon.



The cost of a Superbowl ad was \$54,000.

AND...

## WasteExpo made its debut.

WasteExpo is celebrating its 50th Anniversary and we want YOU to benefit from this milestone occasion. Throwback pricing and a record amount of buyers await you.

### Who Will You Reach

In WasteExpo's ONLY official show guide, you'll reach 12,000+ waste and recycling professionals/industry buyers, including:

- ALL WasteExpo attendees (in tote bags)
- Waste360 40 under 40 winners

### What's Included?

- Full listing of 600+ WasteExpo exhibitors. This includes key contact information, company descriptions, products and services.
- Waste360 40 Under 40 – Now in its third year, you can expect key information about 40 of the industry's highly accomplished professionals under the age of 40.
- Poignant 50th Anniversary stories that every industry professional will want to read – making this guide even more valuable!

Conference & Special Events: April 23-26, 2018 | Exhibits: April 24-26, 2018  
Las Vegas Convention Center, Central Halls | Las Vegas, NV, USA



**Rockin' it since 1968.**



an event by  
**Waste360™**

**Our rollback pricing gives you savings of 60%+! See for yourself...**

### **Retro Ad Space Pricing**

Spread 4/C: **\$4,500**

Retro Pricing= \$1,600

Full Page 4/C: **\$2,495**

Retro Pricing= \$995

½ Page 4/C: **\$1,745**

Retro Pricing= \$650

### **Ad Space Dimensions**

Full page: 7.5" x 10.5" (set bleed to .125" all around)

Spread: 15" x 10.5" (set bleed to .125" all around)

½ Page Horizontal: 7" x 4.625"

½ Page Vertical: 3.375" x 9.75"

½ Page Island: 4.5" x 7.25"

*Materials may be uploaded to <http://penton.sendmyad.com>*

*All live matter not intended to bleed should be kept .125" from trim. Spread ads should allow a total of .5" safety in gutter.*

**Lock in this retro pricing today.**

### **Contact:**



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